

REGISTRATION FORM

Please complete the form for each person attending.
You may photocopy this form for others to use. The form
can also be downloaded from the Virginia Commission for
the Arts website: www.arts.virginia.gov.

Please print or type:

Name_____

Title (if applicable)_____

Organization_____

Address_____

City_____ State_____ Zip_____

Home Phone ()_____

Business Phone ()_____

Fax ()_____

E-Mail_____

URL_____

\$15 per person to cover lunch
CHECKS SHOULD BE MADE OUT TO:

Virginia Commission for the Arts

Mail Payment and Registration form (s) to:

Virginia Commission for the Arts
223 Governor Street
Richmond, VA 23219



CREATING EFFECTIVE PUBLIC RELATIONS STRATEGIES



March 21, 2007

Virginia Commission for the Arts
William King Regional Arts Center



COST EFFECTIVE PUBLIC RELATIONS STRATEGIES

AGENDA TOPICS

WHAT: Join us for an exciting and informative workshop about cost effective public relations strategies for arts organizations presented by the Virginia Commonwealth University School of Mass Communications and Lauron Associates.

WHO SHOULD ATTEND: Board and Staff leaders of Virginia arts organizations and anyone who wants to learn more about cost effective public relations strategies for arts organizations. (space is limited)

WHEN: Wednesday, March 21, 2007
9 am—3 pm

WHERE:
William King Regional Arts Center
415 Academy Drive
Abingdon, VA 24210

COST: \$15 to cover the cost of the lunch

DIRECTIONS:

From Interstate 81: Exit 17 to Cummings Street, left onto West Main street, right onto Academy Drive just past Abingdon Police Station. Highway directional signs mark this route.

From Highway 19: Left onto Russell Road, right onto Academy Drive.

QUESTIONS:

Foster Billingsley, Deputy Director with the Virginia Commission for the Arts (804) 225-3132 or foster.billingsley@arts.virginia.gov

Sponsored by:

Virginia Commission for the Arts

Virginians for the Arts Foundation

William King Regional Arts Center

Communications Today: Brief discussion of how changes in technology, media, lifestyles, entertainments and other factors in recent years have affected the way we must communicate in the 21st century.

"Cost Effective" Is Two Words: A strategy may be free or low cost, but if it doesn't help achieve some needed result, it's not effective. A quick look at developing strategies and tactics that are effective, but are doable within your staffing and financial limitations.

Think Before You Act—Planning: Discussion of the key elements of planning and the importance of planning in achieving cost effective programs. Includes tips on developing effective strategies and writing objectives that achieve measurable results.

"Staying On Message": Short course in defining audiences and developing key messages that answer the most important question for each of those audiences, "What's in it for me?"

Making The Most Of Publicity: How to use print and broadcast mass media to reach your audiences. Discussion includes how to work with editors, reporters, what makes a good story, how to craft releases, target and "pitch" a story, and build relationships with local media.

Practical Events Planning: Using special events and activities to build traffic and increase community outreach, plus tips on how to make sure events are on target and cost effective in achieving your objectives.

Working The Web: Tips on developing and using web sites, including discussion of establishing a purpose, critiques of good/bad design, and the basics of effective content development.

Creative Partnerships: Group discussion of partnership development guided by instructors, including examples of effective partnering.

Sometimes It Pays To Buy: A discussion of when paid advertising, brochures and direct mail may be useful, and how to make them both cost effective and impactful on a small budget.

SPEAKERS



RON REID, APR, was Senior Vice President of a major PR firm prior to becoming an independent consultant 13 years ago. During his career, he's served regional and national clients ranging from Continental Airlines, Whirlpool Corporation and the U. S. Virgin Islands to Richmond Renaissance and the Virginia State Lottery. He is a partner in Lauron Associates and an affiliated faculty member at Virginia Commonwealth University's School of Mass Communications. Ron has a long association with the arts, and holds a degree in theatre from Carnegie Mellon University. He was an actor and director in regional theatres, summer stock and with Walt Disney Productions. He now does theatre as his schedule permits, most recently with the Virginia Shakespeare Festival at the College of William & Mary.



LAURA STEIN began her career as a reporter for The Miami Herald and The St. Petersburg Times before moving to senior PR positions at several national corporations. She is now an independent communications consultant whose clients have included Sentara Health System, the College of William and Mary, Rubbermaid and Newport News Shipbuilding. She is a partner in Lauron Associates and an adjunct faculty member at VCU's School of Mass Communications. She teaches both introductory public relations and public relations writing courses. Laura has served a variety of non-profit and arts organizations both as consultant and as board member, including the Muscarelle Museum at William & Mary, the Virginia Living Museum and Olde Towne Medical Center.